



YES, I want to support the **Cascarones Por La Vida Art Fund** at The Philadelphia Foundation. Enclosed is my tax-deductible contribution of \$ _____

Name

Address

City, State, ZIP

Telephone

Please charge my gift to my

MasterCard Visa American Express

Card No.

Exp. Date: _____

Printed Name: _____

Signature: _____

You may also contribute online, safely and securely, at <http://www.philafound.org>

Please make your check payable to
"The Philadelphia Foundation"
for the Cascarones Por La Vida Fund
and mail it to

**The Philadelphia Foundation
1234 Market Street, Suite 1800
Philadelphia, PA 19107-3794**

*The official registration and financial information of
The Philadelphia Foundation may be obtained from the
Pennsylvania Department of State by calling toll-free,
within Pennsylvania, 1-800-732-0999.
Registration does not imply endorsement.*

**"Connecting people who care...
with causes that matter"**

The Philadelphia Foundation administers more than 750 charitable endowments to help families "give something back" to their community more effectively through charitable giving and financial and estate planning. A charitable fund at the Foundation is a convenient, flexible, cost-effective and permanent way to ensure that the causes you care about today are supported forever. Revenue generated will provide grants and scholarships to community organizations, exactly as you intend. Call, click or visit us.



**The Philadelphia Foundation
1234 Market Street, Suite 1800
Philadelphia, PA 19107-3794
215-563-6417
Fax 215-563-6882
www.philafound.org**

**Cascarones
Por La
Vida
Art
Fund**



**Established in 2003 at
The Philadelphia Foundation**



RICHARD CRANE



If you want to make an omelette, you have to break a few eggs...

Marta Sanchez brought many aspects of her Mexican American culture with her when she moved from Texas to Philadelphia, but one part of her childhood had particular appeal: the brightly colored, confetti-filled eggshells called *cascarones*. Like rules and records, they're meant to be broken. But they're in an art class all by themselves.

What do you do with a *cascarone*? You hit someone over the head with it. Decorated wildly and mildly with paint, glitter, sequins and colored paper, *cascarones* are sold by the hundreds on the streets during Fiesta. They are meant to be cracked over the heads of unsuspecting celebrants. Tradition has it that as the eggshell breaks and the confetti spills over the alarmed recipient, they receive the grace of God. The confetti represents flowers or a spirit that will protect the person from harm.

Recipients will find reminders of the fun times for months to come in their cars, pockets and shoes. Long a holiday tradition in the Southwest and in Mexico, some *cascarones* are so beautiful that people just want to save them. It's amazing how something so simple can become a work of art.

It's even more amazing how something so simple can help people with critical needs. For the past 15 years, Sanchez has been creating and selling *cascarones* to raise money to help children infected and affected by HIV/AIDS. Her Spring

"eggs-travaganzas" have become annual Easter celebrations that spread the spirit of love, friendship and charitable acts to those most in need. She's sold enough *cascarones* to donate more than \$30,000 to programs for children with AIDS.

Sanchez used to make the eggs for friends, but a few years ago she decided to sell them to benefit the Children's Hospital of Philadelphia and the Circle of Care (the AIDS network for area families). Episcopal Community Services' S.T.A.R. program (Supportive Therapy for AIDS-Affected Relatives) and St. Mary's Respite Center have also benefited from her campaign.

Artists, children, volunteers and friends drain and decorate the eggs. They create – and sell – over 2,000 *cascarones* a year, each lovingly made – and broken – by hand. (The yolks and whites are donated to area shelters for the homeless.)

The designs range from simple to very elaborate. "Artists whose work sells for thousands of dollars take eggs home to brush tiny, unsigned paintings on them, knowing they will be sold for but \$1 and then crushed to smithereens," wrote Sandy Bauers of *The Philadelphia Inquirer*.

Born and raised in San Antonio, Sanchez earned a BFA in painting from the University of Texas at Austin. She came to Philadelphia where she earned an MFA in painting from Temple University's Tyler School of Art, and never left. Today, the Mount Airy resident and painter teaches at the Philadelphia Museum of Art, St. Joseph's University, and

the Springside School. She describes her art as "an ongoing narrative recording the existence of my family and friends. I strive to relate hope, prayers and humanity of the common man," she says.

Perhaps none of her art is as hopeful as the *cascarones* and the impact that they can have on children with HIV/AIDS. "The thing that is so hard for me is to see children so young who can't imagine themselves as having a future," she says. "That's what motivates me."



You can help make a difference.

You can help. Your generous, tax-deductible donation will support organizations that are working with youths who are infected and affected by HIV/AIDS.

Cascarones are meant to appeal to children. And it's no surprise that there's a child in each of us. Your contribution to the **Cascarones Por La Vida Art Fund** will be a gift to children who truly understand that life is as fragile, and as beautiful, as an egg shell.

